



It's about sales, branding
& year round exposure!

book your space today!

celebrating **28 years** of creativity!

october 15, 16 & 17, 2015 conference starts **october 13th**
metro toronto convention centre, north building – toronto, canada

creativfestival[®]
sew . knit . bead . stitch . quilt . scrapbook + more

canada's largest

mixed media diy event!

Creativ Festival is about sewing, knitting, quilting, felting, spinning, weaving, beading, needlework, paper crafts, fibre and textile arts, diy decorating, crocheting, lampwork, embroidery, crafting, handcrafted gifts to go and more.

An unparalleled selling opportunity

Our show floor is bursting at the seams with fabrics, fibres, yarns, beads, semi-precious stones, findings, papers, notions, tools, patterns, kits, how-to books, magazines and software. Plus, sergers, sewing, quilting, embroidery and long-arm quilting machines and handcrafted items.

(Thursday to Saturday)

Put **your** experts in the spotlight to generate even more sales

Our world-class conference offers 5 days of up-close-and-personal hands-on instruction by industry experts. Provide/sponsor teachers for 1.5, 3 and 6 hour hands-on workshops. And, get your products directly into the hands of consumers – donate workshop supplies in exchange for branding.

(Tuesday to Saturday)





since '88

injecting energy, excitement
& igniting ideas

Creativ Festival celebrates the art of creating your own personal style

Designed to intrigue, involve, excite and stimulate buying. This comprehensive interactive marketplace is infused with dynamic attractions and educational programs (new each year) offering endless opportunities to help maximize product exposure and boost sales.

It's where...

- > **Retail stores, home and web-based businesses** sell exciting products to create your own personal style whether unique garments, accessories, home décor and/or gifts items.
- > **Suppliers, manufacturers, wholesalers, distributors and publishers** create consumer demand by launching new products, providing inspiration and sharing how-tos and insider tips, tricks and trends.
- > **Artisans and designers** sell handcrafted gifts of distinction in our Artisan Gallery

Creativ Festival...

With 27,000 expected to attend, it's your vital link to creative consumers and where tomorrow's trends begin!

we're moving to the north building

a fabulous chance to revitalize the show!

An all new floor plan & Creativ Winter Wonderland!

We're excited to be moving to the North Building, as an all new floor plan allows us to put forward a fresh approach to spark even more creativity. Think... a park with Christmas trees adorned with handcrafted ornaments, stunning WOW exhibits greeting our guests as they step off the escalator and a show floor brimming with inspiration and must have items to buy! For the first time ever, we're planning to create a Creativ Winter Wonderland with your help!

Infused with fabulous attractions

Fashion shows, designer meet & greets, awe-inspiring exhibits, the Project Creativ Catwalk Challenge, where teams of fashion arts students race the clock to create award-winning designs, Canada's largest 'Stitch-in', and more... just some of the ways you can get involved.

The artisan gallery

An exclusive, enclave of juried work where both recognized and up-and-coming innovative designers and skilled artisans will sell original pieces of art, jewellery, home accents, accessories, garments, patterns and their kits as well as take commissions for their work. Choose from a table top display or booth.





high-impact ad campaign

reaching hundreds of thousands

- > **250,000 printed and electronic** conference magazines, flyers with \$2 off PROMO codes and posters
- > **Print ads in specialty magazines** like Canadian Scrapbooker, Embroidery Canada, A Needle Pulling Thread, Scrapbook & Cards Today, SewNews, Studio Magazine, Threads & Vogue Patterns
- > **More ads** in Active Life, City Parent, Epoch Times, Forever Young, Reno & Décor, Toronto Star & Guild Newsletters
- > **Radio and Television** ads, interviews & giveaways
- > **Online ads** and web banners
- > **eNewsletters** to 40,000+ opt in subscribers increasing in distribution frequency to twice a week before showtime
- > **Dynamic Social media campaign** includes Creativ Festival Blog, Facebook, Twitter, Pinterest & YouTube with a weekly reach as high as 400,000 just before the show
- > **Information packed** website www.creativfestival.ca

Did you know?

When you partner with Creativ you can be part of the Festival's extensive social media platforms reaching hundreds of thousands of creative individuals. Just send written information about YOU, YOUR products and YOUR business along with inspirational photos and we will share your info across the worldwide web through e newsletters, blog posts, facebook, pinterst and twitter. And, it's 'free' when you exhibit or sponsor an event!



exhibiting information

Show schedule

Show hours:

Thursday, October 15, 2015	12 noon to 8pm
Friday, October 16, 2015	10am to 8pm
Saturday, October 17, 2015	10am to 6pm

Move-in

Tuesday, October 13, 2015	12 noon to 7pm
Wednesday, October 14, 2015	9am to 9pm
Thursday, October 15, 2015	8am to 11am

Note: All move-in will be scheduled with ALL transport trucks and 400+ sq ft booths delivering shipments on Tuesday. Some locations on the show floor cannot be set up until after 2pm on Wednesday and Table Top Displays will set up on Thursday morning.

Move-out

Saturday, October 17, 2015	6:30pm to 11:00pm
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Table top displays

Only \$600 plus 13% HST

An affordable way for designers and artisans with a limited array of patterns, designs, kits and handcrafted items to try out the Festival. Price includes one 6' skirted table and folding chair in a shared area.

Booth sizes & cost

5' x 10'	\$ 940.00 each
5' x 15'	\$1425.00 each
10' x 10' (1-3)	\$1425.00 each
10' x 10 (4+)	\$1375.00 each
10' x 15'	\$2140.00 each

Add 13% HST and \$150.00 for each corner

Booth cost includes

- > white booth draping (except island booths)
- > aisle carpet
- > 24 hour general show security
- > booth cleaning move-in night
- > on-site storage for empty crates and cartons
- > material handling for official carrier shipments
- > badges for booth staff
- > free posters & flyers for bag stuffers & mailers
- > 1 free show guide listing for every 100 sq. ft.
- > participation in our social media campaign
- > frequent email updates
- > exhibitor manual for download from website
- > free use of show floor feature areas/stages (\$150 fee for each presentation waived)
- > chance to get promoted in consumer newsletters
- > possible participation in media giveaways and interviews

Educate & save on booth cost

Ask about the terms of our educational programs

- > Make 'n Take Program (applies to a minimum 10' x 20' booth size)
- > Fibre Walk (an exclusive area of the show floor dedicated to felting, knitting, spinning & weaving)
- > Needlework Designer Program
- > Scrapbook & Cards Today Partnership
- > Sell & Educate Program
- > Guild & Association Program

Availability & acceptance

Space is available on a first-come basis and confirmed when the signed contract is received with the required deposit. Relocation is at the sole discretion of Festival Management to ensure the best possible arrangement of exhibits on the final floor plan.

Payment terms

A 1/3 deposit (before tax) is required with the signed Booth Space Application and Contract as well as a 2nd 1/3 deposit (before tax) due on May 13, 2015. The remaining balance including 13% HST is due on August 13, 2015. For signed contracts received after April 1, 2015, the deposit amount is 50% (before tax). Cheque, Visa, MC, or e-Transfer accepted.

Booth display guidelines

Exhibitors are responsible to set-up, dismantle, furnish their booth and supply a floor covering for their entire exhibit space. Drape between booths is 8' high for the back 4' then 3' high for the front 6'. Only corner booths have the exception of extending the 8' high drape between booths the full 10'. A flea market image is not tolerated and hand-written signs prohibited. **Express your creativity... after all, we are a creative show!**

book your space today!

905.773.2092 or 1.800.291.2030
email: exhibit@csnf.com

get more exposure

endless opportunities

- > **Advertise** in 80,000 conference magazines
- > **Conduct** show floor how-to demos & make 'n takes
- > **Donate** products for workshops & prizes
- > **Provide** giveaways for radio & tv promotions
- > **Present** industry experts & celebrity instructors
- > **Share** trends & techniques at presentations
- > **Showcase** new innovative products
- > **Sponsor** challenges, exhibits & fashion shows
- > **Supply** banner ads for enewsletters

exhibit at our spring creativ!

2 day event - Friday & Saturday

April 24 & 25, 2015 & April 22 & 23, 2016

International centre, 6900 airport rd. mississauga, on, canada

2 locations, 2 formats, 2 distinctly different audiences.

Ask for details!





come partner
with us!

Creativ Festival connects all segments of the creative industry to maximize product exposure and create more selling opportunities.

Your customers are here...
You should be too!



creativfestival®

sew . knit . bead . stitch . quilt . scrapbook + more

Produced and managed by International Showcase Associates Inc.

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